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Date: 4-22-05

By: Laurie A. Torres
Laurie A. Torres

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of

Conf. No.: 5900 : Group Art Unit: 2161
Appln. No.: 09/807,887 : Examiner: Santos, Patrick JD
Filing Date: 04/19/2001 : Att'y. Docket No.: T706-11
Title: CONSUMER PROFILING AND ADVERTISEMENT SELECTION
SYSTEM

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications are not being provided. However, copies of the foreign references and non-patent documents listed on the attached Form PTO/SB/08B are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

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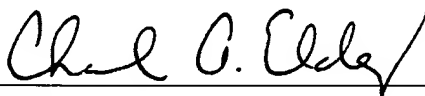
This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
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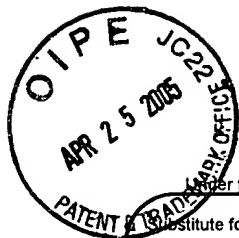
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Respectfully submitted,


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Date: April 23, 2005



PTO/SB/08B (08-03)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Complete if Known	
		Application Number	09/807,887
		Filing Date	19 APRIL 2001
		First Named Inventor	ELDERING, CHARLES A.
		Art Unit	2161
		Examiner Name	SANTOS, PATRICK JD
Sheet 1	of 1	Attorney Docket Number	T706-11

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CL	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5th Int'l Conference on User Modeling, Kaluna-Kona, HI, USA, 2-5 January, 1996.	

Examiner Signature		Date Considered	
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